

Office of Governor Gavin Newsom
Communications Team Job Description

Assistant Director of Digital, Content

Location: California

The Assistant Director of Digital, Content provides support to the Digital Director & the Deputy Director of Digital. They will assist in content development as needed, including writing copy for videos / graphics, and capturing content on-site at events. This full-time, salaried role is ideal for someone who loves new content trends and is highly engaged in modern social platforms (TikTok, Snapchat, etc.).

Main Duties

- Create graphics & edit videos
- Work closely with Deputy Director of Content and Digital Communications Director on content development
- Optimize content for various platforms
- Develop copy for content
- Coordinate content approvals
- Assist with staffing events and capturing content on-site as needed
- Help to ensure ADA compliance of all content
- Identify new content trends

Additional Duties

- Draft social media posts as needed
- Assist with social media monitoring
- Assist with social media reporting
- Assist broad communications team as needed

Requirements

- Deep understanding of Adobe Suite (Photoshop, Premiere Pro, Illustrator), Canva, and phone editing software
- Bilingual (English / Spanish) preferred
- 1 year+ experience digital content creation with a proven track record of successful content and creative visual storytelling
- Ability & flexibility to work in dynamic situations with a team
- Willingness to travel on short notice

Salary: \$4500-5000/month

Contact: Email cover letter, resume, and relevant work samples to digital@gov.ca.gov